

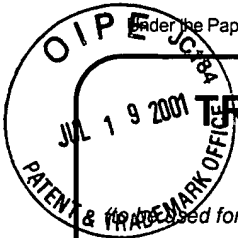
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PTO/SB/21 (08-00)

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# TRANSMITTAL FORM

Use for all correspondence after initial filing)

Application Number	09/778,666
Filing Date	February 6, 2001
First Named Inventor	Main, Robert
Group Art Unit	2167
Examiner Name	
Attorney Docket Number	017887005800

Total Number of Pages in This Submission 5

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## ENCLOSURES (check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): PTO-SB/08B (1 page), Nine (9) cited references, Return Postcard
Remarks		The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430. <b>NUMBER OF PAGES DOES NOT INCLUDE CITED REFERENCES</b>

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm and Individual name	Townsend and Townsend and Crew LLP Horace Ng	Reg No. 39,315
Signature		
Date	July 17, 2001	

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Assistant Commissioner for Patents  
Washington, D.C. 20231

On

July 17, 2001

TOWNSEND and TOWNSEND and CREW LLP

By:

Elizabeth P. P.

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Robert Main

Application No.: 09/778,666

Filed: February 6, 2001

For: SYSTEM AND METHOD FOR  
MANAGING ADVERTISING  
INVENTORY TO MAXIMIZE  
ADVERTISING REVENUE

Examiner:

Art Unit: 2167

INFORMATION DISCLOSURE  
STATEMENT UNDER 37 CFR §1.97 and  
§1.98

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

The references cited on attached form PTO-SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, be made of record therein, and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and

no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement, since it is being submitted prior to the first Office Action. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Horace Ng  
Reg. No. 39,315

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